

PATENT
Attorney Docket No. 108.0003-00000
Customer No. 22882

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUL 13 2007

In re Application of:) Confirmation No.: 6334
Steven Michael Schein)
Serial No.: 09/605,695) Group Art Unit: 3622
Filed: June 28, 2000) Examiner: Arthur D. Duran
For: INTELLIGENT MEDIA TARGETING)
SYSTEM AND METHOD)

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

Prior to the further examination and in reply to the Final Office Action of February 8, 2007, the period for reply having been extended for three (3) months by a request for extension of time and fee filed concurrently herewith, and pursuant to 37 C.F.R.

§ 1.114, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.

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Amendment With RCE 07-13-07